

116TH CONGRESS
1ST SESSION

H. R. 951

AN ACT

To promote bilateral tourism through cooperation between
the United States and Mexico.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “United States-Mexico
3 Tourism Improvement Act of 2019”.

4 **SEC. 2. FINDINGS.**

5 Congress finds the following:

6 (1) The United States and Mexico have bene-
7 fitted economically from a bilateral, mutually bene-
8 ficial partnership focused on enhancing the tourism
9 industry in both countries.

10 (2) In 2016, Mexican tourism to the United
11 States peaked at 18,990,585 visitors, constituting 1
12 in 4 (24.9 percent) of all tourists that year.

13 (3) Additionally, in 2016, spending by Mexican
14 tourists in the United States totaled \$20.3 billion,
15 which represented a 3 percent growth from 2015.

16 (4) Tourist activity to the United States from
17 Mexico has declined since 2016, which is in contrast
18 to an overall international tourism industry increase
19 in the United States.

20 (5) In 2017, international tourist arrivals to-
21 taled 76,900,000, up 0.7 percent from 76,400,000 in
22 2016.

23 (6) The same year, 77,000,000 international
24 visitors spent a record \$251.4 billion on hotels, trav-
25 el, food, and souvenirs, a 2-percent increase over
26 2016.

1 (7) However, also in 2017, there was a 6.1-per-
2 cent decline in visitors to the United States from
3 Mexico, comprising a loss of 1,166,585 Mexican
4 tourists from 2016.

5 (8) The Department of Commerce has not yet
6 released 2017 spending totals by Mexican tourists in
7 the United States, but a corresponding monetary de-
8 cline would be approximately \$1.24 billion in lost
9 revenue.

10 (9) This is a critical economic trend given that
11 Mexico is the biggest source of international visitors
12 to the United States after Canada.

13 **SEC. 3. STATEMENT OF POLICY.**

14 It is the policy of the United States—

15 (1) to continue deepening bilateral tourism
16 through governmental cooperation between the
17 United States and Mexico;

18 (2) to improve third-party tourism to the
19 United States and Mexico through joint inter-
20 national promotional efforts; and

21 (3) to seek to prioritize and expand the tourism
22 industries in both countries by emphasizing ex-
23 changes in various international economic sectors,
24 including relating to—

25 (A) hospitality and accommodation;

1 (B) retail; and

2 (C) cultural education.

3 **SEC. 4. STRATEGY TO EXPAND BILATERAL TOURISM**
4 **THROUGH COOPERATION WITH MEXICO.**

5 (a) IN GENERAL.—The Secretary of State shall de-
6 velop a strategy through the High Level Economic Dia-
7 logue (HLED) platform to carry out the bilateral tourism
8 policy described in section 3 and to encourage the Govern-
9 ment of Mexico to take reciprocal action relating to bilat-
10 eral tourism.

11 (b) ELEMENTS.—The strategy required under sub-
12 section (a) shall—

13 (1) encourage more joint tourism initiatives be-
14 tween the United States and Mexico, including col-
15 laborations between governmental and non-govern-
16 mental entities; and

17 (2) encourage United States and Mexican non-
18 profit institutions and private businesses to assist
19 prospective and developing entrepreneurs in
20 strengthening their business skills in the United
21 States and Mexico.

22 (c) REPORT.—Not later than 180 days after the date
23 of the enactment of this Act, the Secretary of State shall

- 1 submit to Congress a report on the strategy required
- 2 under subsection (a).

Passed the House of Representatives June 10, 2019.

Attest:

Clerk.

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